



December 2015

Catty Corp's new website is officially live! The new site includes all the features you're used to seeing at **CattyCorp.com** with a new look and updated functionality. Click the link below to take a look.

In conjunction with the new site launch, Catty is also launching a new quarterly newsletter program to keep people up to speed on the latest news out of Catty as well as other interesting related industry news.

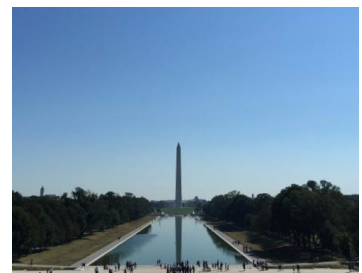
**VISIT OUR
NEW WEBSITE**

Catty Updates

Catty takes on Washington

Last month, the Catty Team visited our nation's capital to support the Confectionery Industry and to talk to our politicians about 'The Power of Sweet'.

[Learn More](#)



What's a Mullen Test?

The Catty Dictionary of Flexible Packaging Terms has been revitalized for the new website and now includes even more terms and industry jargon to feed curious minds. So what exactly is a Mullen Test?

[Find Out Here](#)



Millennials to Spur Growth in Wine Packaging.

A recent PackWorld study has found that more and more millennials are choosing wine as their alcoholic beverage of choice and sales are up because of it. With the demo-graph of the average wine-consumer changing, packaging trends too are on the move.

[Read More Here](#)



Hershey launches new Kiss Deluxe

A new take on the classic, foil-wrapped treat. This delicious item hit stores this past month and we at Catty would highly recommend you giving them a try. We love to see a major brand like Hershey's recognizing the great benefits to foil-wrapping their chocolates.

[Read More Here](#)



Butter is back in Consumer's Good Book - More Taste.

A recent study by the Manitoba Co-op shows that trends have shifted and consumers are going 'back to butter' in search of better taste and a better experience with their food. Where once diet trends shunned the essential ingredient, they're now acknowledging that butter can be a part of a healthy diet when used in moderation.

[Read More Here](#)

This newsletter program is intended to inform and connect Catty's diverse customer base. We will hard to keep this letter interesting and informative in content yet concise in size. If at any time you would like to unsubscribe to these emails, there is a link below that will allow you to do so.

Sincerely,

The Catty Corporation Team

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